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App Ideation:
UX To-Go

Ideation, Prototyping & Testing
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OVERVIEW

The goal of this project was to use a variety of different ideation methods to develop ideas and concepts for an app that, as a user, I would like to have. To better understand the potential benefits of ideation in this project, quantity was prioritized over quality. I focused on getting as much out of an individual ideation session as possible. Out-of-the-box thinking was encouraged, so I did not hold back on the wild ideas that developed. I decided to use three different ideation methods, semantic exploration, brainstorming, and sketchstorming. Each method will be further explained in its individual section.

WHAT WILL IT BE?

As a user, one app I would love to have is an app that combines the features of all of my design software, organization methods, and scheduling apps. As a designer, having all of these features in one place to quickly access on the go in one workspace would be extremely helpful. The app would serve as a dashboard where a designer can easily have access to all of the necessary tools and features to get through their workday. By streamlining the process of moving through these features one by one, it has the potential to improve efficiency and productivity.

WHAT WILL IT DO?

My ideal app would serve as an on-the-go dashboard for designers to have quick and easy access to all of the necessary tools and features that they need for work. The app would be most similar to is Slack, as it will allow for quick and simple communication and file sharing among individuals and groups. However, this app would also include scheduling features, organization features, reminders, and also creation features so a designer can do their work within the app itself. Overall, this app would serve as a sort of one-stop shop for creation, collaboration, and organization.

WHAT PURPOSE WILL IT SERVE?

This application will serve the purpose of enabling a designer to quickly access all of their tools when they are on the go. While working in a team there are times when files need to be shared, things need to be scheduled, or quick fixes need to be made as soon as possible. However, a designer is unable to predict when these times will happen. By having something on their phone, and in their pocket that quickly allows them to take care of these things, it would greatly improve workplace efficiency and productivity as well as reducing anxiety a designer may experience.

WHAT NEEDS WILL IT MEET?

The needs statement I have developed for this problem is as follows:

Users who work in a team setting **NEED** an app that allows them quick and easy access to the necessary tools and features **BECAUSE** it could improve workplace productivity, efficiency, and communication.

This needs statement highlights the reason the development of this product is necessary as well as the potential benefits that it could offer to its users.

THE CONCEPT

This application will serve as a dashboard of features that designers can use on a day-to-day basis. UX To-Go combines all aspects of creation, collaboartion, and organization into one for streamlined access. By simpli-fying the design and sharing process it will improve productivity and cre-ativity as well as communication among team members.

FREQUENTLY USED APPS

Most of my frequently used apps are associated with creation, collaboration, and organization. Though Apple does offer a few similar options for apps that are already downloaded on iPhones, I have found that this combination of apps works best for me and provides me with a more positive user experience. These apps include:

- Outlook
- Mural
- Trello
- Adobe XD
- Blackboard
- Google Calendar
- Scannable
- Slack
- Microsoft To Do
- Microsoft One Drive
- Google Docs
- Kindle

INFREQUENTLY USED APPS

While some of these apps may be similar to my frequently used apps, these apps do not provide the excellent user experience that I am looking for. Though they may offer similar features, I often find that when I use these apps it takes a longer amount of time to complete the necessary task at hand. These apps include:

- Facebook
- VSCO
- GroupMe
- Apple Pages
- Apple Books
- Apple Calendar
- Apple Notes
- Apple Reminders
- Google Photos
- Apple Mail

IDEATION METHOD I: SEMANTIC EXPLORATION

Semantic exploration is similar to mind-mapping. To begin, you identify and write out a few topic words that you would like your final product to have. Next, begin attaching associated words, definitions, phrases, etc. to your topic words. By breaking down your topic words into their most basic elements, you are able to identify connections and similarities between them. You may also identify different pain points which you could attempt to resolve with your product. In this example, topic words have been written in blue, words with negative connotations have been highlighted in red, and words with positive connotations have been highlighted in green.

**Time Allotted:** 25 min   **Goal:** Identify basic elements of topic words
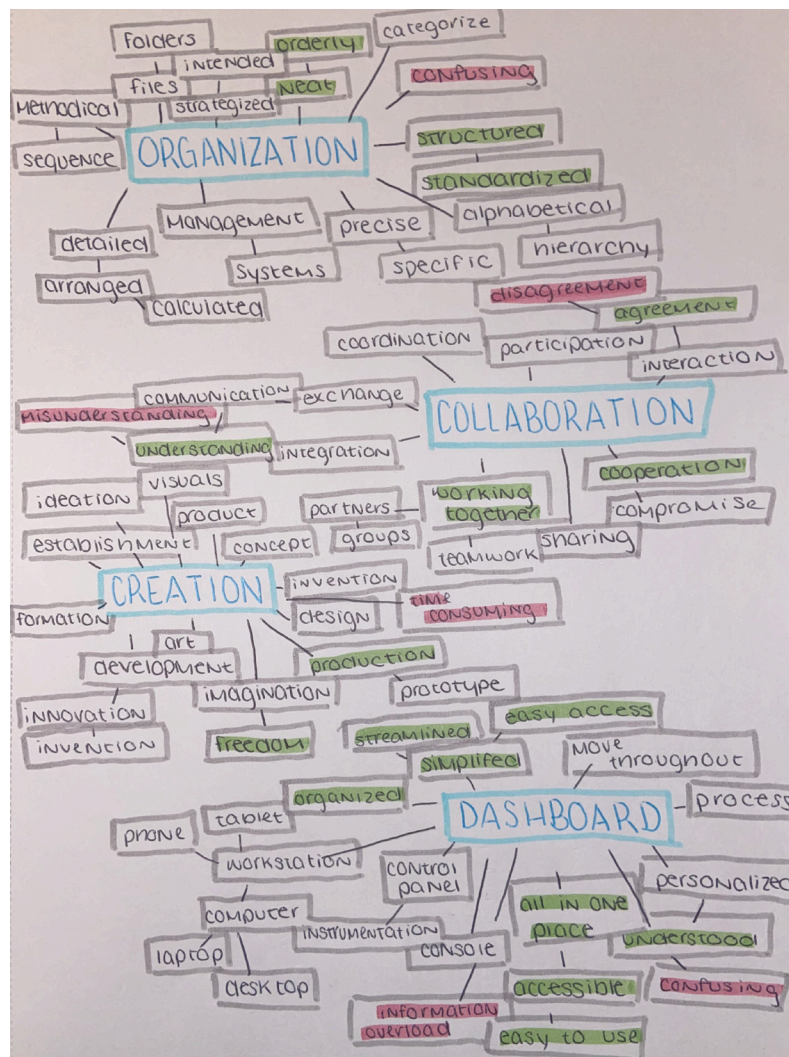
IDEATION METHOD II: BRAINSTORM

Brainstorming is one of the most popular ideation methods. After your problem has been defined, get out all of your ideas onto paper. With brainstorming, you typically aim for quantity with your ideas and worry about quality later on. No idea is too crazy, or too outside of the box. The more ideas generated the better your outcome will be. You may notice that after a certain period of time you will begin to struggle to think of any other ideas. It is important to push past this struggle and use the full time allotted to you. Some of the best ideas may come from the struggles you face, and you may even experience new insight that you did not previously have.

Time Allotted: 20 min   **Goal:** Generate as many ideas as possible
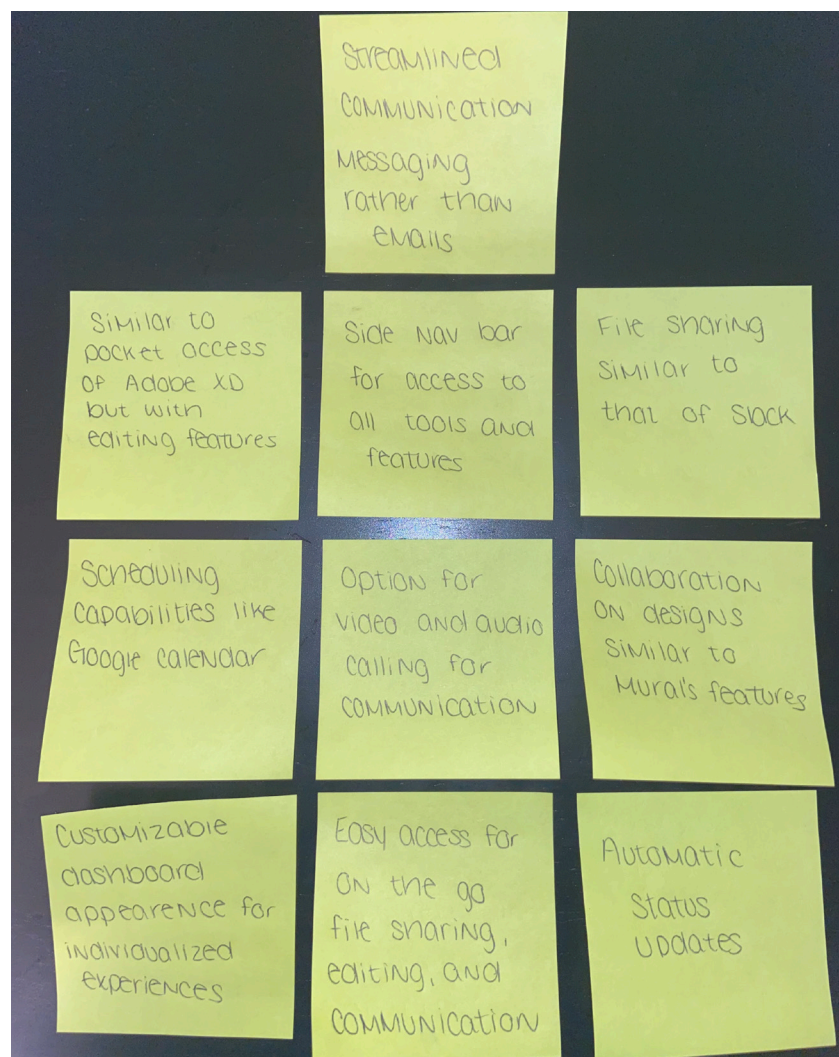
IDEATION METHOD III: SKETCHSTORM

I made the decision to conduct a sketchstorm session following the first two ideation sessions. I did this because I already had ideas developing in my head following the utilization of the first two methods, and by using the sketchstorm method, I was able to flush out these ideas in a visual manner. By doing so, I was able to see what would and would not potentially work in a fully developed product UI. Sketching is a low fidelity practice that does not take up too much time and resources however, it does provide valuable insight into the potential layout and functions of products.

Time Allotted: 30 min   **Goal:** Develop ideas in a visual manner
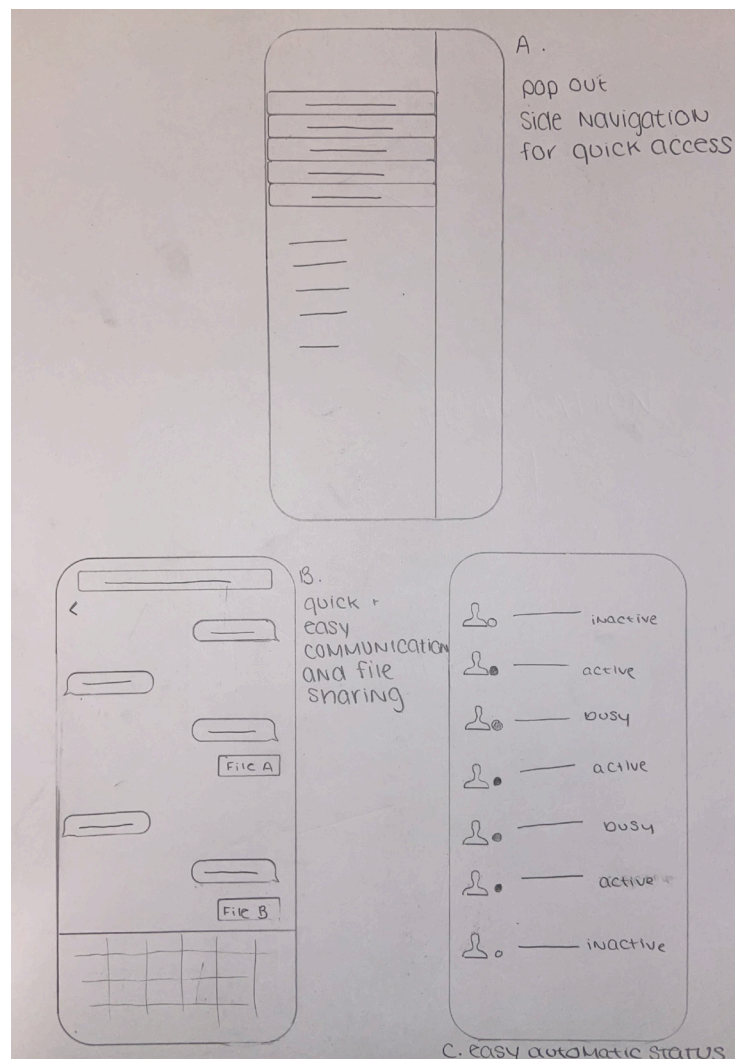
CONCLUSION

The low-stakes design of this project enabled me to relax a bit and have more fun. By focusing on quantity over quality I was able to really dive into all of the crazy ideas that I had, all while developing ideas for something that I would truly find useful in my day-to-day life. The idea for UX To-Go developed within the semantic exploration ideation method, and just developed even further through brainstorming and sketchstorming.

Overall I thought that the combination of these three ideation methods allowed me to develop a product that I think could be very useful to designers across the world if it was actually available to them. Though some of the features may seem a little far-fetched, that is the outside-of-the-box thinking coming to life.

I encourage anyone who is looking for a design prompt or simply just looking to work on their ideation skills to give this project a try! You don't need to be a designer to do a little brainstorming. Let go of all of the professional expectations and let your wild ideas come to fruition! You never know what insights you may find and what could come of it!